Area real estate agent ranked No. 13 on Wall Street Journal list

By ANTHONY CLARK
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8:08 pm, February 5, 2008

Brooke Bass (BA’02; MS ’05-Entrepreneurship) of Keller Williams Realty in Gainesville was named to "The Real Estate Top 200" for 2007 by the Wall Street Journal, Real Trends and lore Magazine.

Of more than a million real estate agents, Bass was No. 13 on the Top 50 Agents by Sides list with 230 sales transaction sides, which includes listings and sales.

Bass said about 70 percent of her transactions were listings and 30 percent were sales.

The Top 200 were honored at the National Association of Realtors' Annual Conference & Expo in Las Vegas.

"I'm very shocked, to be honest," Bass said of the honor. "When the invitation came, I had to call and say 'really'?" 

She attributed her ranking to hard work, being able to adjust to the market and Gainesville's stable economy during a down year for real estate.

"I've been through three downturns," she said. "It's a good opportunity to do things you haven't had time to do in the past - to better your business, improve your technology, have more time with your clients."

"Good people tend to do better when markets are tougher," Steve Murray, founder of Real Trends, said in a news release.

The top sales professionals have built strong customer bases and referral networks, he said.

Bass was previously awarded Keller Williams' Double Platinum Medal as one of the top five agents out of 72,000 Keller Williams agents nationwide.

Bass is the founder of Premier Properties and Development, a division of the national firm Keller Williams. Premier specializes in new neighborhood and condominium development, with offices in Gainesville, Crystal River and Cedar Key.

Bass received a bachelor of arts in economics in 2002 and a master of science in business administration in 2005, both from the University of Florida.

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